



A Third of Americans Think Jon Snow Should Sit on the Iron Throne

Game of Thrones Pre-Season Predictions

Washington, DC, April 10, 2019 – As the popular HBO TV show and book series Game of Thrones enters its eighth and final season, Americans wonder which character will die next, who is going to become a white walker and who is likely to rule Westeros. Eighteen percent of Americans, or around 59 million people, have seen all the episodes of the TV show and plan to watch the new season live. Another 6% of Americans have seen all the episodes, but plan to watch the new season once all episodes are released. About one in ten (9%) watch Game of Thrones, but are not caught up in all the episodes.

Americans think that Cersei Lannister, the current ruler of the Seven Kingdoms, is most likely to die next (18%). Theon Greyjoy comes in second, with 16% of Americans predicting he is going to die next. Jon Snow, Warden of the North, is third on the list with 14% thinking he is likely to die next. Other characters that Americans think might die next include The Hound (13%), one (or more) dragons (13%), and Jaime Lannister (13%). As the Night King moves south of The Wall and into Winterfell, Americans think that Theon Greyjoy is most likely to become a white walker (13%). Other potential characters at risk of becoming white walkers include Jon Snow (11%), Cersei Lannister (11%), the Hound (11%), Jorah Mormont (11%) and one (or more) dragons (10%).

In the battle of ice and fire, Americans predict that Jon Snow will more likely end up ruling the Iron Throne (31%). Daenerys "Khaleesi" Targaryen is second, with 22% predicting she will rule over Westeros. Americans also think that there is another contender to the Iron Throne: One in ten Americans think that Arya Stark (11%) will be the next queen of the Seven Kingdoms. When it comes to their personal preference, a third of Americans (34%) think that Jon Snow should end up on the Iron Throne. A fifth (20%) of Americans think that Daenerys "Khaleesi" Targaryen should be the queen of Westeros.

1. Do you watch Game of Thrones, the popular HBO TV show and book series?

	Total (N = 1,006)
Yes, I have seen all the episodes and plan to watch the new season live	18%
Yes, I have seen all episodes but plan to watch the new season once all episodes are released	6%
Yes, but I am not caught up in all the episodes	9%
No, I do not watch Game of Thrones	67%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



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2. Which, if any, of the following major characters in Game of Thrones do you think is likely to die next? (Select up to three)

	Watch Game of Thrones (N = 298)
Cersei Lannister	18%
Theon Greyjoy	16%
Jon Snow	14%
Sandor "The Hound" Clegane	13%
One (or more) dragons	13%
Jaime "The Kingslayer" Lannister	13%
Arya Stark	10%
The Night King	10%
Jorah Mormont	9%
Tyrion "The Imp" Lannister	9%
Daenerys "Khaleesi" Targaryen	8%
Lord Varys	7%
Sansa Stark	7%
Davos Seaworth	6%
Bran Stark	6%
Samwell Tarly	6%
Other	2%
None	1%
Don't know	19%

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3. Who, if any, is most likely to become a White Walker and join the Night King? (Select up to three)

	Watch Game of Thrones (N = 298)
Theon Greyjoy	13%
Jon Snow	11%
Cersei Lannister	11%
Sandor "The Hound" Clegane	11%
Jorah Mormont	11%
One (or more) dragons	10%
Bran Stark	9%
Jaime "The Kingslayer" Lannister	8%
Sansa Stark	8%
Davos Seaworth	8%
Daenerys "Khaleesi" Targaryen	7%
Samwell Tarly	6%
Arya Stark	5%
Tyrion "The Imp" Lannister	5%
Lord Varys	5%
Other	1%
None	5%
Don't know	24%

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4. In your opinion, who do you think will end up on the Iron Throne, ruling over Westeros?

	Watch Game of Thrones (N = 298)
Jon Snow	31%
Daenerys "Khaleesi" Targaryen	22%
Arya Stark	11%
The Night King	5%
Sansa Stark	4%
Tyrion "The Imp" Lannister	3%
Bran Stark	2%
Jorah Mormont	2%
Lord Varys	2%
Cersei Lannister	2%
Samwell Tarly	2%
Jaime The Kingslayer Lannister	1%
Theon Greyjoy	1%
Sandor "The Hound" Clegane	1%
Davos Seaworth	1%
Other	1%
None	10%

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5. In your opinion, who do you think should end up on the Iron Throne, ruling over Westeros?

	Watch Game of Thrones (N = 298)
Jon Snow	34%
Daenerys "Khaleesi" Targaryen	20%
The Night King	4%
Bran Stark	4%
Tyrion "The Imp" Lannister	4%
Sansa Stark	4%
Jaime "The Kingslayer" Lannister	4%
Arya Stark	3%
Jorah Mormont	3%
Lord Varys	3%
Davos Seaworth	2%
Cersei Lannister	2%
Samwell Tarly	1%
Theon Greyjoy	1%
Sandor "The Hound" Clegane	1%
Other	1%
None	9%

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About the Study

These are findings from an Ipsos poll conducted between April 4 - 5, 2019. For the survey, a sample of 1,006 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 298 adults who watch Game of Thrones.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 6.5 percentage points for adults who watch Game of Thrones.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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www.ipsos.com

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